



August 2016

Main Street Monthly

*A monthly publication from the Office of Community and Rural Affairs
Indiana Main Street Program*

What is Happening at National Main Street



It is time to start planning ahead for [Small Business Saturday](#)! **Small business Saturday is going to be November 26, 2016!**

Are you interested in being a Neighborhood Champion and throwing an event on Small Business Saturday? As a neighborhood champion, you will receive monthly emails to help you plan your event as well as to get your community excited to Shop Small. You will also receive a Small Business Saturday Event Kit which will contain promotional materials to help kick off your event.



The most successful events require lots of planning and benefit from the support of your local, small businesses. Some event ideas inspired by previous Neighborhood Champions are:

Dates to Know

September 14

[Continuing Ed](#) Procurement, Contract Development & Civil Rights

September 22

[DEG Fall Funded Projects Announced](#)

September 27

[Continuing Ed](#) Procurement, Contract development & Civil Rights

September 28

[Main Street Community Exchange in Roachdale](#)

September 30

[PBIF Fall Applications Due](#)

Did You Know?

Did you know that both of the Generation 3 Hometown Collaboration Initiative (HCI) communities are also Main Street communities? [Congratulations Decatur and Logansport](#) for making our Main Street Program proud! Being an HCI community allows the opportunity to further capacity building initiatives within the community, which is also an

- [Welcome Stations](#): A starting point with treats and a plan designed to help shoppers get the most out of their day.
- [Night Out](#): Extend Small Business Saturday celebrations into the evening with special offers and live entertainment.
- [Scavenger Hunt](#): Spread clues out among several local businesses to draw shoppers into even more shops along your main street.

November 11 is the last day to sign up to be a Neighborhood Champion! Sign up [here](#).

115 Main Street Communities and Counting!

As of Monday, August 29th, there are officially 115 members of the [Indiana Main Street](#) Program, which encourages economic development, redevelopment and improvement to the downtown areas in Indiana cities and towns. The program is founded on a four point approach to downtown development; organization, design, promotion and economic vitality. Throughout the month of August both [Cayuga](#) and [Westport](#) have been added to the growing membership of Indiana Main Street designated communities.

The Cayuga Area Revitalization Effort (CARE) is focused on helping the town maintain and improve their downtown area with the hope to lessen the burden on the town and county governments. The second purpose of CARE is to simulate and enable expansion of business while combating downtown and neighborhood deterioration by promoting growth and development of businesses in the downtown area.



The mission of Main Street Westport IN Inc. says, "This corporation is organized for the primary mission of enhancing, cleaning and revitalizing main street Westport. Enhancing activity shall include sustaining quality as well as encouraging growth."



important aspect of the Main Street program. OCRA can play a helpful role with other programs when they are used together.

Be on the lookout for the announcement of dates for applying to be a Generation 4 HCI community!

Upcoming Community Exchanges

There are still three more Main Street Community Exchanges in 2016! Each exchange is unique and they are excellent learning and networking opportunities. The remaining three include:

- Wednesday, September 28 in Roachdale
- Wednesday, October 26 in Greensburg
- Wednesday, November 30 in Jeffersonville

Register for the Roachdale Community Exchange!

Registration is now live for the Roachdale Main Street Community Exchange! The exchange will take place on Wednesday, September 28 from 9:00 a.m. to 3:00 p.m. at the North Meeting House.

Some of the topics that will be covered include:

- Getting your building or historic district on the National Register
- Historic window replacement and repair tips
- Panel Discussion: Planning and promoting community events
- Learn about Roachdale Revitalization Cooperative Alliance

The cost to attend is \$25 which includes lunch, you can pay online or at the door. For more information and to register, go to <http://www.roachdalerca.org/main-street-community-exchange.html>.

Don't Miss the Indiana Municipal Power Agency

November Community Exchange Location Selected

Congratulations to Jeffersonville for being selected as the host for the November Main Street Community Exchange!

The City of Jeffersonville and [Jeffersonville Main Street, Inc.](#) has showcased an annual tradition of celebrating their holidays to include the entire community. The downtown ice skating rink, a holiday open house with downtown merchants, a cookie stroll and a successful Small Business Saturday has established Jeffersonville to be a holiday success year after year. This success is one that we believe can be taught and replicated, allowing other Main Street organizations to learn from them to further enhance the holiday season in their downtowns. Jeffersonville has proven to be a community that can successfully host this year's holiday exchange!



Community Spotlight: Coatesville



The Town of Coatesville and the Coatesville Downtown Revitalization (CDR) have been a part of the Indiana Main Street Program since March 2013. CDR consists of a mix of 50/50 business owners and local residents with their main focus being to promote economic growth and positive community development through projects that support these goals.

Conference!

Mark your calendars for **Wednesday, October 19** to attend the Indiana Municipal Power Agency (IMPA) Conference.

The main speaker at the conference will be Peter Kageyama, author of "For the Love of Cities". Peter is a Senior Fellow with the Alliance for Innovation, a national network of city leaders and a special advisor to America In Bloom. He is an internationally sought-after community development consultant and grassroots engagement specialist who speaks all over the world about bottom-up community development and the amazing people who are making change happen.

The conference will be held in Carmel at the IMPA conference center and it is **free for Indiana Main Street communities!**

PBIF Fall Applications Due

If your community has submitted a Letter of Interest for the fall round of the Place Based Investment Fund (PBIF), remember that your applications are due by 4:00 p.m. EDT on Friday, September 30. For more information on what your application needs to include, where to send it and applicant eligibility, please visit <http://www.in.gov/ocra/pbif.htm>.

Do you want your community to be featured in the next Community Spotlight?

Has your Main Street Community recently finished a project, held an exciting event or you are just proud of your organization in general? [Send an email](#) to OCRA to submit stories and photos for the chance to featured as the community spotlight in next month's newsletter.

Get to Know Your OCRA Community Liaisons

They are your connection to all things Main Street!



Coatesville Main Street holds many events every year aiming to bring business into the local shops and to appeal to potential new businesses. All event revenue supports their fundraising goals by bringing businesses, residents, vendors and visitors together; all funds raised are essential for Coatesville to be able to revitalize their downtown area, which is their ultimate goal.

Some events Coatesville puts on every year include:

- **Annual Car Show:** In four years the car show went from 22 cars to 151 in 2016. Coatesville likes to think outside the box in planning the annual show, so as to ensure a higher turnout of cars and people alike. They utilize homemade trophies, a rain refund guarantee, live music and car show Bingo to name a few. The 2016 Car Show was highly successful and drew lots of new business to their Main Street.
- **Halloween for the children/community** including an annual Scarecrow Contest.



- **Christmas in Coatesville.**
- **Annual Spaghetti Dinner:** Each May CDR hosts an annual spaghetti dinner, and after three years it has proven to be a popular event that appeals to many residents.

Frankfort Community Exchange

The Frankfort Community Exchange took place on Wednesday, August 31 at the Frankfort Public Library. There were approximately 45 attendees from many communities including Attica, Avilla, Dillsboro, Flora, Francesville, Goshen, Hope, Kokomo, Lafayette, Lakeville, Lebanon, Linton, Martinsville, Noblesville, Pine Village, Rochester, Rockport, Thorntown, Winimac and Wolcott.



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Kim Stevens, Executive Director of the Frankfort Main Street, Inc., started the day by introducing the current Mayor of Frankfort, Chris McBarnes, and former Mayor, Don Stock. OCRA Executive Director, Bill Konyha, spoke on the importance of community economic health, quality of place, pride and community history. Colette Childress, OCRA Project Manager, provided information on funding opportunities for Main Street organizations including Downtown Enhancement Grants, Main Street Revitalization Programs, Place Based Investment Funds and Historic Renovation Grant Programs.

After hearing from the morning speakers, the walking tour commenced featuring stops at several revitalization project locations around town. Locations and speakers included:

- *Old Stoney, the location of Frankfort City Hall:* Mayor McBarnes discussed how the town purchased two vacant buildings to repurpose into a music store and a gathering place.



- *Frankfort IVY Tech Building:* Andrew Muffett, site director of Frankfort IVY Tech, talked about the city, the Clinton County Board of Commissioners and IVY Tech coming together to develop the new site to bring the campus to the downtown area.
- *Prairie Park:* Mayor McBarnes spoke on what the impending development of the park will look like, including the gathering spot and event venue that it will bring the community.
- *Iron Block Building:* Shan Sheridan, Director of Clinton County Economic Development, discussed how the building houses the Clinton County



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Chamber, Clinton Economic Development and Frankfort Main Street as well as provides short-term office space to start-up businesses and entrepreneurs.

Following the tour, Matt Crouch, OCRA Senior Project Manager, provided information on OCRA's new Main Street initiatives and received feedback from attendees on how OCRA can enhance its offerings through the Main Street Program. Ben Hopkins, site director of DSM, then spoke on how industrial parks are important to the revitalization of downtowns. Mayor McBarnes concluded the exchange with advice of how to get town officials involved in your Main Street Program.

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